Amendments To The Claims

The listing of claims replaces all prior versions and listings of claims. Only those claims being amended herein show their changes in highlighted form, where insertions appear as underlined text (e.g., insertions) while deletions appear as strikethrough text (e.g., deletions).

1.   **(Currently Amended)**   A feature rich advertisement to be displayed on a consumer computing device, the feature rich advertisement comprising:

an advertisement displayed on a browser of a consumer computer, the advertisement ad space including one or more promotions, the advertisement being generally positioned with respect to browser content reviewable by to be displayed on a consumer computing device; and

a plurality of consumer-selectable request options associated with said one or more promotions, said consumer-selectable request options generally hidden from said consumer on said browser, wherein when at least one of said request options is selectedable by said a consumer, the at least one request option is configured to deliver providing that information associated with the one or more promotions will be delivered via e-mail to an e-mail address entered or confirmed by the consumer; and

visible identifying indicia associated generally with respect to said advertisement in said browser identifying for said consumer that said advertisement comprises a feature rich advertisement, wherein upon activation of said indicia by said consumer, one or more of the consumer-selectable request options are unhidden and become visible.

2.   **(Currently Amended)**   The feature rich advertisement of Claim 1, wherein the e-mail address is entered by comprises one or more e-mail addresses of one or more acquaintances of the consumer.

3.   **(Currently Amended)**   The feature rich advertisement of Claim 1, further comprising an additional consumer-selectable request option selectable by the consumer, wherein the additional request option provides that at least one window of a

browser of the consumer computing device will be redirected to a supplier <u>associated</u> <u>with</u> ~~of~~ the one or more promotions to receive additional information corresponding to the one or more promotions.

4.   (**Currently Amended**)   The feature rich advertisement of Claim 1, further comprising an additional <u>consumer-selectable</u> request option ~~selectable by the consumer~~, wherein the additional request option provides that at least one window of a browser of the consumer computing device will be redirected to a provider of the one or more promotions to receive additional information corresponding to at least a supplier of the one or more promotions.

5.   (**Currently Amended**)   The feature rich advertisement of Claim 4, wherein the additional information comprises at least one of discounts, new releases, catalogs, and special offers.

6.   (**Original**)   The feature rich advertisement of Claim 1, wherein the at least one request option appears when the consumer activates the advertisement.

7.   (**Currently Amended**)   The feature rich advertisement of Claim 6, wherein the activation of the advertisement comprises the consumer mousing-over the <u>identifying indicia</u> ~~ad space~~.

8.   (**Currently Amended**)   The feature rich advertisement of Claim 6, wherein the ad<u>vertisement</u> ~~space~~ is at least partially covered by the at least one request option after activation ~~of the advertisement~~.

9.   (**Original**)   The feature rich advertisement of Claim 6, wherein the ad<u>vertisement</u> ~~space~~ and the at least one request option is viewable after activation of the advertisement.

10.   (**Canceled**).

11.   (**Currently Amended**)   The feature rich advertisement of Claim 1~~0~~, wherein the identifying indicia comprises an animated object.

12.   (**Currently Amended**)   The feature rich advertisement of Claim 1~~0~~, wherein the identifying indicia comprises a cube-like object.

13.   (Original)   The feature rich advertisement of Claim 1, further comprising at least one selection mechanism for selecting the at least one request option.

14.   (Original)   The feature rich advertisement of Claim 1, wherein the advertisement comprises a banner advertisement.

15.   (Currently Amended)   A method of providing feature rich advertisements having consumer consumer-selectable requests allowing a consumer to request that information corresponding to a supplier's promotion be delivered to an e-mail address designated by the consumer, the method comprising:

transferring data to a consumer computing device causing a browser program executing on said device to display providing an feature rich advertisement including promotional information, said advertisement including one or more interactive symbols associated with said advertisement identifying said advertisement as a feature rich advertisement including consumer-selectable requests for additional promotional information, the requests being initially generally hidden from view but becoming visible when a consumer viewing said advertisement activates said interactive symbol to a web page loaded into a browser of a consumer computing device;

receiving from said consumer computing device a consumer selected request for information related to the promotional information, the consumer selected request designating at least one e-mail address; and

sending the information to the at least one e-mail address via e-mail.

16.   (Original)   The method of Claim 15, wherein the at least one e-mail address comprises at least one e-mail address of an acquaintance of the consumer.

17.   (Original)   The method of Claim 15, further comprising receiving a consumer selected request to redirect the browser to a supplier of the promotional information.

18.   (Original)   The method of Claim 15, further comprising:

receiving a consumer selected request to redirect the browser to a provider of the promotional information; and

sending the browser additional information comprising at least one of discounts, new releases, catalogs, and special offers.

19. **(Original)** The method of Claim 18, wherein the additional information corresponds to products or services of a supplier of the promotional information.

20. **(Original)** The method of Claim 18, wherein the additional information corresponds to products or services of one or more suppliers other than a supplier the promotional information.

21. **(Withdrawn)** A method of generating revenue from actions associated with a feature rich advertisement displayed on a consumer computing device, the method comprising:

assessing a transaction fee when a consumer purchases a product from a promotion in an e-mail requested by one of the consumer or an acquaintance of the consumer from a feature rich advertisement displayed on a consumer computing device;

assessing a notification fee when the consumer receives the e-mail; and

assessing a click-through fee when the consumer uses the e-mail to request additional information about the promotion.

22. **(Withdrawn)** The method of Claim 21, further comprising assessing a placement fee when a web page is loaded including the feature rich advertisement.

23. **(Withdrawn)** The method of Claim 21, further comprising assessing an origination fee when the consumer makes a purchase from a different supplier than a supplier of the promotion after being directed to the different supplier's web page by information found on a web page related to the promotion.